To: All Andy K's store Managers (CID - 4084 -00-00)

From: Andy Kerstein

Subject: R.J.Reynolds Tobacco Company, Salem pack promotion

Dear store managers:

Your local R.J.Reynolds Sales Representatives are authorized to place 650 25 cents off pack stickers on all Salem brand styles, beginning week of 2/13/95.

Important: Insure the quantity of stickers placed on packs do not exceed 650 packs

A large counter pack display with advertising cards will be used to display this promotion.

Reimbursement for this promotion will be paid at headquarters.

If you have any questions, call me.

Authorized by: _____ Title: President Date: 2/3/95

51849 8578

Source: https://www.industrydocuments.ucsf.edu/docs/jfwy0000